

## Message Text

UNCLASSIFIED

PAGE 01 BONN 11074 161053Z  
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W  
-----096031 170432Z /11

R 161046Z JUN 78  
FM AMEMBASSY BONN  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 9447  
USMISSION USBERLIN  
AMCONSUL FRANKFURT

UNCLAS BONN 11074

E.O. 11652: N/A  
TAGS: BEXP, GW  
SUBJECT: ADS REQUEST - THE TIMBERLAND COMPANY,  
NEWMARKET, N.H.

DESPITE EXTENSIVE CANVASSING THE EMBASSY COULD LOCATE  
ONLY THE FOLLOWING PROSPECT(S):

FIRMA  
ALFONS WEILAND  
KIEBITZWEG 3A  
D-1000 BERLIN 33, GERMANY  
CONTACT: HERR ALFONS WEILAND  
PHONE: (030) 832-72-00  
COMMENT: FIRM IS A MEDIUM-SIZED WEST BERLIN DISTRIBUTOR  
OF BOOTS IN LOCAL MARKET. FOR PRODUCT LINES OFFERED  
THERE COULD BE POTENTIAL MARKET IN BERLIN. INTERESTED  
FIRM WAS ESTABLISHED IN 1968; EMPLOYS 5. WELL-MANAGED  
COMPANY HAS ACHIEVED SUBSTANTIAL EXPANSION OF ITS MARKET  
SHARE IN RELATIVELY BRIEF TIME. FIRMS HAS FINE RECORD  
OF SUCCESS IN LAUNCHING NEW PRODUCTS. MR. WEILAND  
WOULD LIKE ADDITIONAL PRODUCT LITERATURE IN GERMAN, IF  
AVAILABLE. HE DESIRES DIRECT CONTACT WITH THE ADS  
CLIENT.

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AMCONSUL FRANKFURT COMMENT:  
POST HAS NOT BEEN ABLE TO ELICIT INTEREST AMONG FRANK-  
FURT OR PIRMASENS BASED DISTRIBUTORS. THE LARGER  
IMPORTERS/DISTRIBUTORS KNOWN TO US CATER TO VOLUME  
DISTRIBUTION IN DEPARTMENT STORES AND LOWER PRICED SHOE-  
STORES. PRICES OF TIMBERLAND ARE TOO HIGH - IT

WAS SUGGESTED THAT SPECIALTY SHOPS MIGHT WISH TO BUY  
DIRECTLY FROM TIMBERLAND, BUT DISTRIBUTORS ARE NOT  
WILLING TO STOCK SUCH HIGH-PRICED ITEMS.

SHOULD ANOTHER EXPRESSION OF INTEREST BE ELICITED, THE  
EMBASSY WILL REPORT IT IMMEDIATELY.

APPROVING OFFICER: GUSTAF COONTZ, COMMERCIAL COUNSELOR  
MEEHAN

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 jan 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 16 jun 1978  
**Decaption Date:** 01 jan 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 jan 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1978BONN11074  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
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**Original Handling Restrictions:** n/a  
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**Subject:** ADS REQUEST - THE TIMBERLAND COMPANY, NEWMARKET, N.H. DESPITE EXTENSIVE CANVASSING THE EMBASSY COULD LOC  
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**To:** COM  
**Type:** TE  
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**Review Markings:**  
Sheryl P. Walter  
Declassified/Released  
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EO Systematic Review  
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